

☐ **YES!** I want to join the community-building CityStuff partnership to help Carlsbad youngsters become the informed, involved citizens our City will need in the future. Please contact me to schedule a personal appointment to discuss my level of CityStuff participation.

Name _____

Title _____

Company _____

Address _____

City _____

State _____ Zip _____

Phone _____

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Working Together Works Wonders

There is power in community. Together, the City of Carlsbad, Junior Achievement, civic-minded business leaders and the three school districts with elementary schools in Carlsbad have successfully implemented the volunteer-based CityStuff program. CityStuff has been honored with regional Junior Achievement "Community Partnership" and other awards.

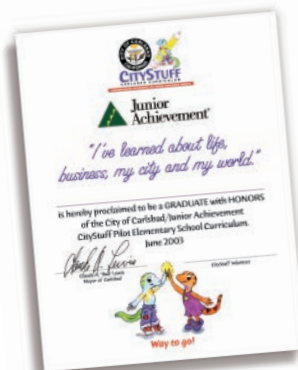
The program's long-term rewards will come years from now, when CityStuff graduates become adults and contribute to the quality of life in Carlsbad. Then, we will know that we have created a legacy that will continue to give back to the community; a legacy that began when these leaders were third-graders singing the "Carlsbad Rap":
*"Carlsbad, yeah I'm glad;
Mmh, I love livin' in
Carlsbad!"*

"As the program builds the kids' knowledge of City activities and government, they become good citizens. CityStuff educates the kids to educate their parents."

— STEVE AHLE, PRINCIPAL, PACIFIC RIM ELEMENTARY SCHOOL



Students perform the "Carlsbad Rap" at a City Council meeting.



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**We're
preparing
today's
Carlsbad
students to be
tomorrow's
involved
citizens.**



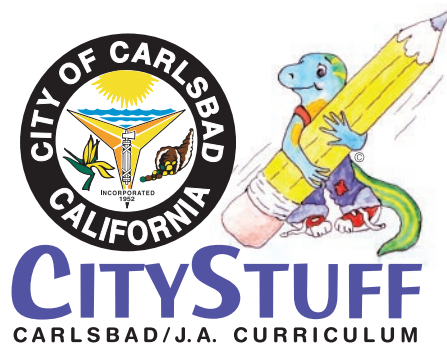
**We need
your help.**

What is CityStuff?

The Carlsbad CityStuff Curriculum is an innovative collaboration among local businesses, the City of Carlsbad and Junior Achievement to train and mentor future leaders. Over six weeks, business leaders, the Carlsbad Mayor, City Council members and other local officials make classroom appearances to forge a personal connection between City leadership and student citizens.

CityStuff helps keep fast-growing Carlsbad a community with a heart; a city with a small-town feel. Third-grade students and their families connect with the City as they learn ...

- How Carlsbad works: its businesses, jobs and economic underpinnings.
- How City government operates on their behalf.
- How every person can have a voice in government.
- How people can use that voice by learning about and getting involved in issues that affect them.



INTRODUCING STUDENTS TO THEIR CARLSBAD WORLD



Dear Mark and Kathy:
"You taught us about zoning, restaurants, newspapers, banks, blue prints and the City Council. It was fun having the visitors here. The best part was when we did the City Council meeting."

— SAM, STUDENT, MISSION ESTANCIA ELEMENTARY SCHOOL



CityStuff students get engaged and involved!

Dear Lynn and Jennifer:
"My class and I felt so lucky to have you be our community volunteers. Your lessons were exciting, well planned and lots of fun. Thank you so much for your commitment and enthusiasm. I learned a lot about Carlsbad because of your efforts."

— JAMIE CUMMINGS, TEACHER, CARRILLO ELEMENTARY SCHOOL



How It Works

Trained volunteers from the City of Carlsbad, Carlsbad Citizens' Academy, business community and public visit third-grade classrooms, teaching hands-on, activity-packed lessons of one hour each. Four lessons focus on the free enterprise system, why and how a city plans, what kinds of businesses and jobs make up the local economy and how to achieve career success.

Two lessons explain how Carlsbad became a city, its structure of government and array of programs and services. The final class provides a memorable lesson in democracy. Students participate in a mock council meeting, deciding whether to save or cut down a beautiful but potentially dangerous old tree.



PHOTO: TERENCE MOORE

Third graders at Magnolia Elementary thank Judy Jones, President of Lexus Carlsbad and Toyota Carlsbad, for her support of CityStuff. Judy Jones believes, "Giving back to the community should be part of every business plan."

Business Support

From its inception as a pilot program in 2002, CityStuff has taken flight with the generous support of the business community, provided in several key ways:

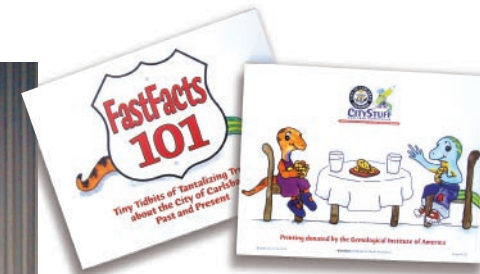
- Direct financial support to defray the cost of teaching materials.
- In-kind support to print curriculum.
- Classroom support as volunteer teachers.

"We want to be part of the community. That means both giving of your time and support for good causes."

— KEN RYAN, GENERAL MANAGER, WASTE MANAGEMENT; CITYSTUFF SPONSOR AND VOLUNTEER

CityStuff Sponsors

Dr. Seuss Fund
 Gemological Institute of America
 Hoehn Motors
 Lexus Carlsbad
 Palomar Transfer Station
 Shea Homes
 The San Diego Foundation
 Toyota Carlsbad
 Waste Management



Corporate sponsors are recognized for their support at a City Council meeting, in print and video publications and on the local Junior Achievement website at www.sandiego.ja.org.

"The Gemological Institute of America supports CityStuff. The curriculum makes the lessons on government come alive for students. It helps our children become better citizens and, in the future, better employees."

— GARY HILL, DIRECTOR OF COMMUNITY DEVELOPMENT, GEMOLOGICAL INSTITUTE OF AMERICA; CITYSTUFF SPONSOR